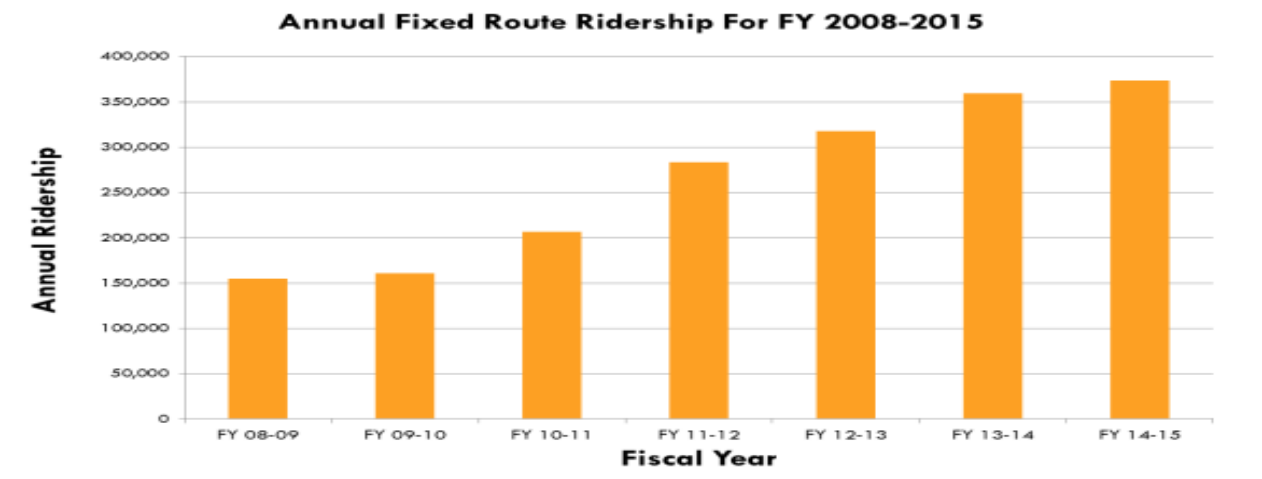
PetalumaTransit

SCTA Board Presentation: Petaluma Transit 2016 Short Range Transit Plan & Summer 2017 SMART Service Modifications

Presented to the SCTA Board May 8, 2017

Petaluma Transit Recent History

- 2009-Present: series of fleet and facility upgrades, and service reallocations to better match travel needs of transit-friendly markets with service design lead to rapid system growth
- Ridership up 150%, PT now a small but modern system, heavily populated with youth ridership, bell-time heavy
- Streamlining and aggressive grant pursuit combined to create funding to expand, but now there are few options, funding flat



Petaluma Transit's History of Planning for SMART

- 2009: "SMART Shuttles" and "Connections with North Bay Transit" White Papers (2 routes, resembling Routes 24 and 2/11)
- 2014-2015: SMART Fare Integration and Business Rules Process
- Late 2015: PT conducts a new survey of SMART demand (geographic and temporal) nets over 800 responses
- 2016 SRTP: Public Workshop, 5 TAC meetings , direct mailings
- NE Petaluma already served similar to White Paper, by interlined Route 11 and 2, offering single seat ride from Downtown Station
- Route 24 needs rerouting and a return to 30 minute cycle
- Survey indicated some interest from West Petaluma, but to provide usable service (2 routes each providing hourly frequency) will be prohibitively expensive ($100,000/year) without new funds

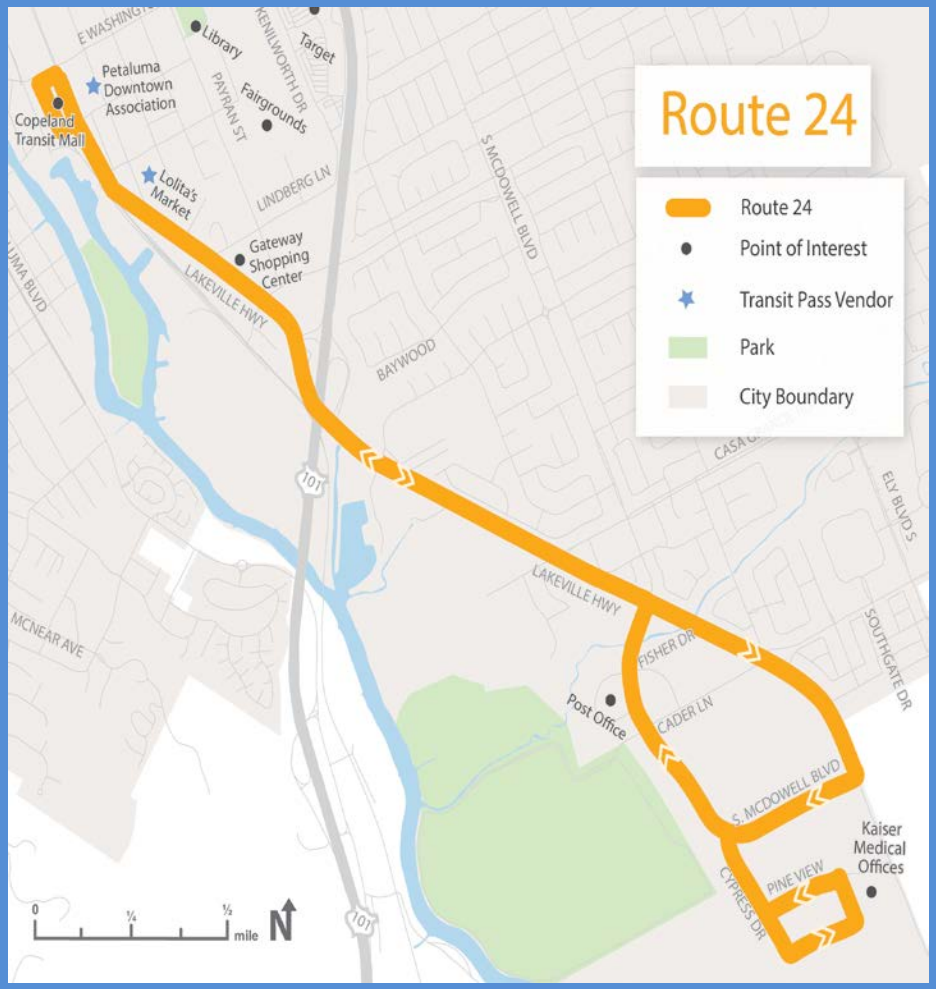
2016 Short Range Transit Plan Content Overview

- System Overview: Governance, Organizational Structure, overview of both modes (fixed route and paratransit) , fare structure
- Goals, Objectives, and Mission Statement, supported by set of Service Performance Standards, and New Service Warrants
- Fixed Route system description and evaluation
- Petaluma Paratransit system description and evaluation,
- Operations Plan – with constrained funding (no assumption of expanded or new funding sources) three scenarios with potential service modifications/expansions were developed
- Fleet Replacement/Capital Improvement Plan
- Joint Appendix highlighting coordination efforts within the county
- Summary of SRTP outreach efforts and feedback
- Results of 2014 pre-SRTP full on-board rider survey

Petaluma Transit's Evolving Approach to SMART

- Modest ridership projections for Downtown Station all along, but with minimal parking emphasizing bus/rail
- 2017 SMART decision to build a parking lot at the station leads PT to scale back plans to expand and refocus PT fixed route service to SMART Station
- Will still re-orient Routes 24 and 10 (formerly 1) to base at SMART, and expand number of trip on both routes.
- Will expand hours of 24/10 to serve last evening train at 8pm, and streamline both routes back to hourly service.
- No early AM service expansion, parking lot will handle early travelers OUT of Petaluma; PT begins meeting/feeding third morning train each day @ 6:25am
- Few adjustments to other routes – can adjust later

Proposed Route 24



Summary of Changes:

- Route straightened to stay on Lakeville
- Frequency increased to hourly all day, with extra trips in early AM
- All-day interline with Route 10 (formerly Rt 1).
- Scheduled to arrive & depart at train times, no forced delays in schedule
- Based at new bus stop on D Street for convenience

Proposed Route 24

Monday-Friday

SMART D St	**Sheraton Hotel** Lakeville & Baywood SB	**Kaiser Hospital**	**Azure Apt** Lakeville Hwy & Casa Grande Rd	**SMART** D St	**Becomes Rt**
A	B	C	D	A	
6:27	6:31	6:39	6:43	6:51	24
6:57	7:01	7:09	7:13	7:21	24
7:27	7:31	7:39	7:43	7:51	10
8:27	8:31	8:39	8:43	8:51	10
9:31	9:35	9:43	9:47	9:55	10
10:31	10:35	10:43	10:47	10:55	10
11:31	11:35	11:43	11:47	11:55	10
12:31	**12:35**	**12:43**	**12:47**	**12:55**	10
1:31	**1:35**	**1:43**	**1:47**	**1:55**	10
2:31	**2:35**	**2:43**	**2:47**	**2:55**	10
3:25	**3:29**	**3:37**	**3:41**	**3:49**	10
4:31	**4:35**	**4:43**	**4:47**	**4:55**	10
5:31	**5:35**	**5:43**	**5:47**	**5:55**	10
6:31	**6:35**	**6:43**	**6:47**	**6:55**	10
7:31	**7:35**	**7:43**	**7:47**	**7:55**	10

Proposed Route 10

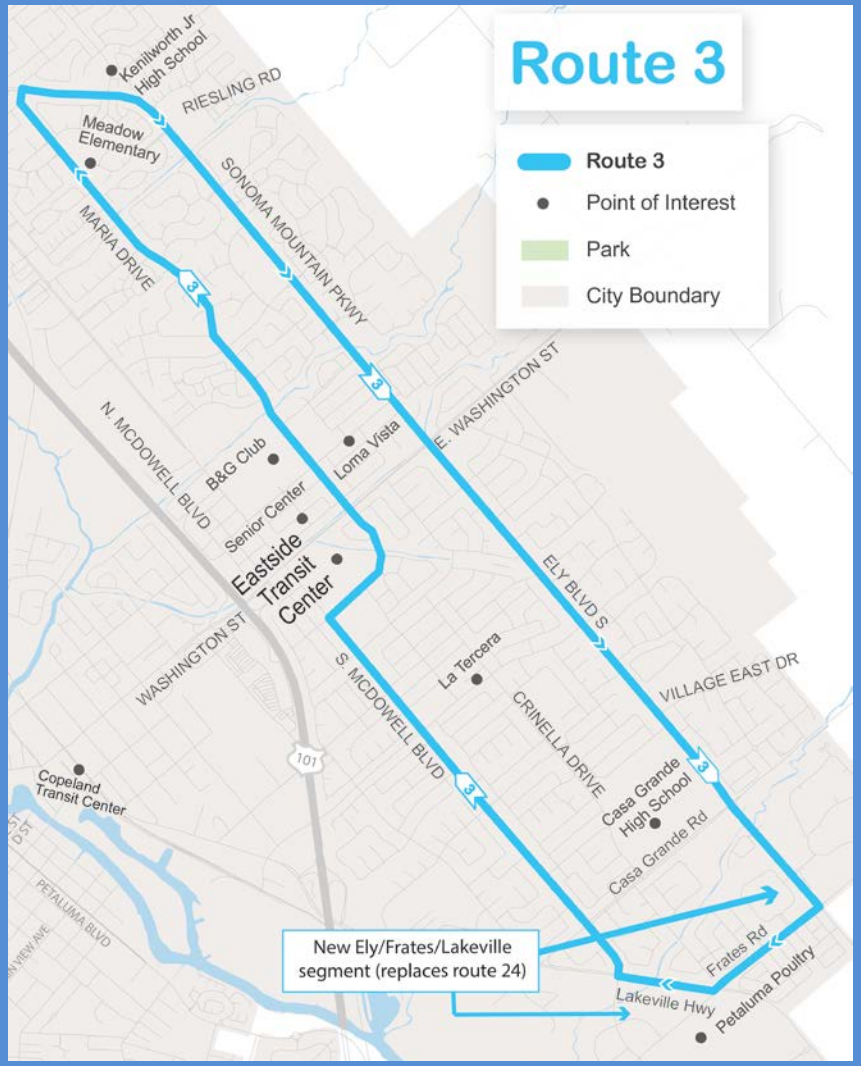
- Route designed to first serve Downtown, then northern segment of Route 1 to Outlets, returning to SMART via Lakeville to D
- Frequency increased to hourly all day interlined with Route 24 at SMART
- Scheduled to arrive & depart at train times, no forced delays in schedule
- PBS segment discontinued due to low ridership & to ensure **timely** connections

Proposed Route 10 Timetable

Monday-Friday

SMART Station D St	**Pet. Market** Keller & Western	**Mail Depot** 4th & C St	**Factory Outlets** Pet. Blvd N	**Park & Ride** Gossage	**St. Vincent's High School** Magnolia St	**Pet Blvd N & Magnolia SB**	**SMART Station** D St	Becomes Rt
A	B	C	D	E	F	G	A	
--	--	--	--	6:40	--	6:42	6:50	501
7:32	--	--	--	7:40	7:44	7:45	7:52	501
8:02	--	--	--	--	8:09	8:10	8:14	24
9:02	9:05	9:07	9:14	9:16	--	9:20	9:25	24
10:03	10:06	10:08	10:15	10:17	--	10:21	10:26	24
11:03	11:06	11:08	11:15	11:17	--	11:21	11:26	24
12:03	**12:06**	**12:08**	**12:15**	**12:17**	--	**12:21**	**12:26**	24
1:03	**1:06**	**1:08**	**1:15**	**1:17**	--	**1:21**	**1:26**	24
2:03	**2:06**	**2:08**	**2:15**	**2:17**	--	**2:21**	**2:26**	24
3:02	--	--	**3:08**	**3:10**	**3:14**	**3:15**	**3:20**	24
4:03	**4:06**	**4:08**	**4:15**	**4:17**	--	**4:21**	**4:23**	24
5:03	**5:06**	**5:08**	**5:15**	**5:17**	--	**5:21**	**5:23**	24
6:03	**6:06**	**6:08**	**6:15**	**6:17**	--	**6:21**	**6:23**	24
7:03	**7:06**	**7:08**	**7:15**	**7:17**	--	**7:21**	**7:23**	24
8:03	**8:06**	**8:08**	**8:15**	--	--	--	--	-

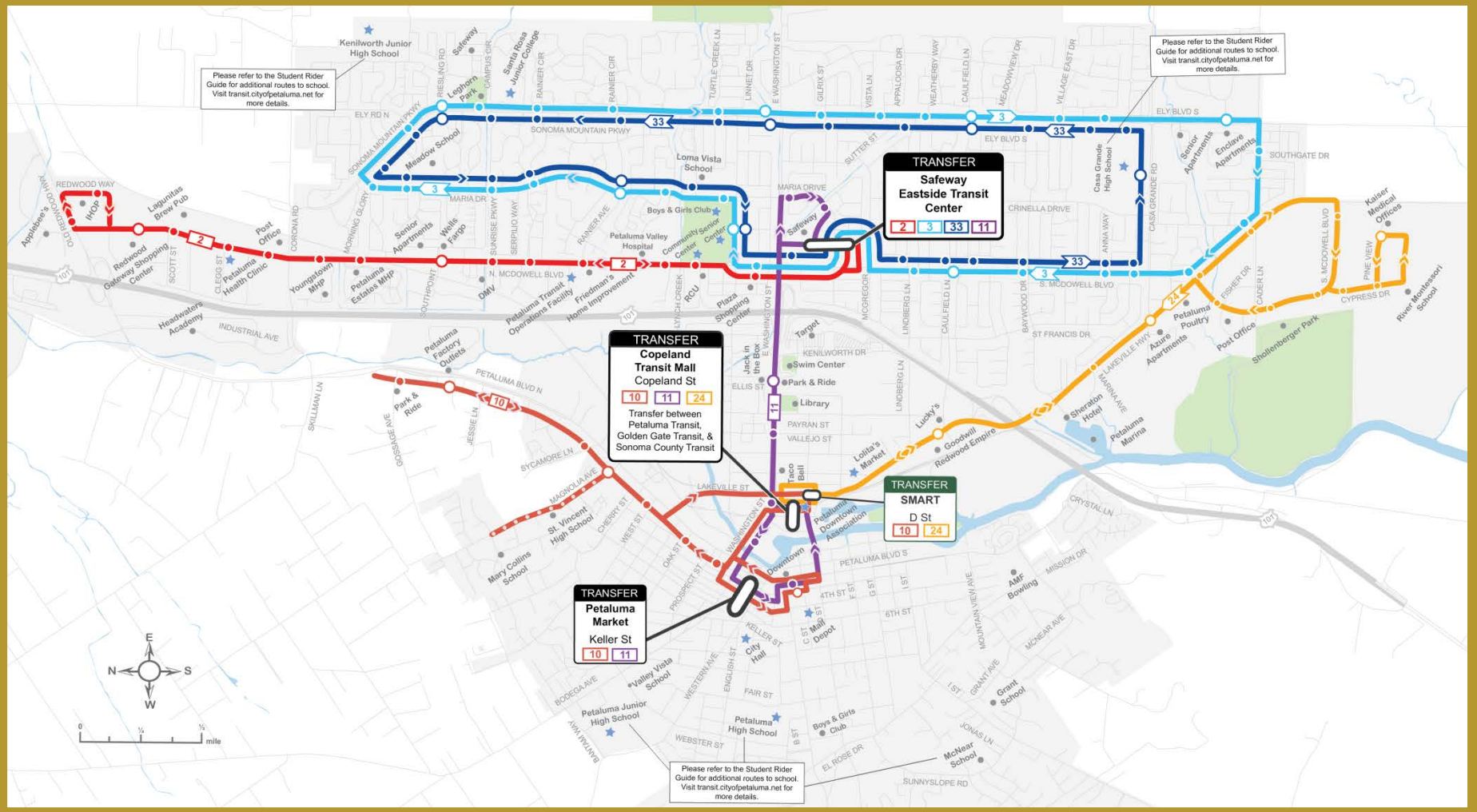
Proposed Route 3



Summary of Changes:

- Route extended to serve Ely south of Casa Grande Road, covering busy segment of Route 24
- Frequency stays same - hourly all day, w/interline with Route 33 at SMART
- Extended coverage comes from existing recovery time, making route tighter
- Improves service to Enclave Apartments, could boost ridership

PT System Map
Summer 2017 Projected



Conclusion

- Will provide decent connections for SMART, except for earliest daily trains, will cover last PM trains
- Routes 10 & 24 meet every OTHER train
- Route 11 generally serves every train, dropping at CVS (E. Washington) and picking up at Copeland Transit Mall or on E. Washington at Lakeville
- Modify as needed once trains start, demand evolves

Questions?